

RATINGS ON MENTHOL CHARACTERISTICS

	Test Marketed Pack	White Swirl Pack
N =	151	149
Prefer menthol (non-menthol)	4.3	4.2
Cool tasting (not)	5.1	4.9
A lot of menthol (no menthol)	3.3	3.3
A lot of tobacco taste (no)	3.7	3.7

	Test Marketed Design With Bear	Silver Swirl Pack
N =	149	152
Prefer menthol (non-menthol)	3.4	3.3
Cool tasting (not)	5.1	5.1
A lot of menthol (no menthol)	3.1	3.5
A lot of tobacco taste (no)	3.6	3.7

NOTE: All of the packs tested had "cools without menthol" printed on the front. In addition, the respondents' frame of reference was menthol, since they had been questioned about competitive menthol brands and the Northwind ad initially.

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